

**Public Perceptions/Acceptance Working Group  
Blue Ribbon Panel on Water Sustainability  
April 23, 2010**

<b>Issue Identification</b> Overall Goals: Build Trust, Correct Myths, Build Acceptance, Convey a Unified Message, Transparency	<b>Goals</b>	<b>Recommendations</b>
<b>Common Terminology</b> <ul style="list-style-type: none"> <li>▪ Use terms with positive connotations</li> <li>▪ Put Relative Risk in a context the public can understand</li> <li>▪ Use a clear, simple messaging system (like Energy Star)</li> <li>▪ Coordinate with other Working Groups</li> </ul>	Consistency	
<b>Relationship of Reclaimed Water to the Overall Water Picture</b> <ul style="list-style-type: none"> <li>▪ Connect the public's role in quantity and quality and how they are interdependent</li> <li>▪ Relationship between water and growth (link land use planning to water resources)</li> <li>▪ Link water conservation to environmental preservation and restoration</li> <li>▪ Paradigm shift—reclaimed water is a supply source; not a waste product</li> <li>▪ Should we use a watershed approach?</li> <li>▪ Is there a disconnect on water issues? Does it vary by region?</li> <li>▪ Understanding and managing scarcity <ul style="list-style-type: none"> <li>○ What can individuals do?</li> <li>○ Impacts to pricing?</li> <li>○ Impacts to treatment?</li> <li>○ Complexity</li> <li>○ Financing</li> </ul> </li> </ul>	To understand Interdependence	

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<b>Water Quality and Contaminants</b>  Emerging Contaminants <ul style="list-style-type: none"> <li>Why are they a concern?</li> <li>What are they and how do they get in the water?</li> <li>Current education approaches</li> <li>How the state is addressing</li> <li>Role of Physicians and Pharmacists</li> <li>Role of other governmental entities</li> <li>Role of the public</li> </ul> <ul style="list-style-type: none"> <li>Fear of contamination of drinking water supply</li> </ul>	Raise awareness and provide information	<ul style="list-style-type: none"> <li>Expand pharmaceutical take-back programs: participate at the state and national level as efforts to facilitate such programs become available</li> <li>Urge ADEQ to step up in this area with a non-regulatory outreach/ education/facilitation approach, which cuts through some of the barriers.</li> </ul>
<b>Types of Potential Uses and Safety</b> <ul style="list-style-type: none"> <li>Overall public perception-Is reclaimed water safe?</li> <li>Perception of risk to human health through direct contact</li> <li>Match the quality with the use: save high quality water for human consumption; lower quality for industry (cooling towers, turf, etc)</li> </ul>	To create public confidence in use of reclaimed water	
<b>Public Education</b> <ul style="list-style-type: none"> <li>Where does potable water come from?</li> </ul> Recycled Water and Reclaimed Water <ul style="list-style-type: none"> <li>What is it?</li> <li>Why use it?</li> </ul>	Increase Use	<ul style="list-style-type: none"> <li>Continue and increase public outreach and education through existing programs such as: <ul style="list-style-type: none"> <li>Project WET</li> <li>Environmental Monitoring for Public Access and Community Tracking Program</li> <li>Stormwater Public Outreach Programs</li> </ul> </li> </ul>

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<ul style="list-style-type: none"> <li>▪ Is there a public acceptance issue?</li> <li>▪ Information is decentralized and hard to find</li> <li>▪ Private versus public sector: How does that affect perception and trust?</li> </ul>		<ul style="list-style-type: none"> <li>▪ Fats, Oils, and Grease Program</li> <li>▪ Pharmaceutical Take-back Events</li> <li>▪ Household Hazardous Waste Program</li> <li>▪ Capitalize on existing water education and outreach programs</li> <li>▪ Incorporate aspects of reclaimed water into these</li> <li>▪ Build regional cooperation so that regulated entities can participate and receive recognition for collaborative outreach in the context of their own regulatory mandates</li> <li>▪ Support collaborative water outreach with federal funding</li> </ul> <p><b>Develop Short Term Recommendations</b></p> <p><b>Develop Long Term Recommendations</b></p> <p><b>Various Outreach Venues:</b>  Newspaper  Television  Internet  Local Government  Water Company/billing insert  Books/Magazines/Journals  Work  Word of Mouth  Radio  Water fairs</p>